



**FREEZE  
DRIED  
CANDIES**



# FREEZE-DRIED CANDIES

## COLOURFUL AND BURSTING. WORLDWIDE TREND.

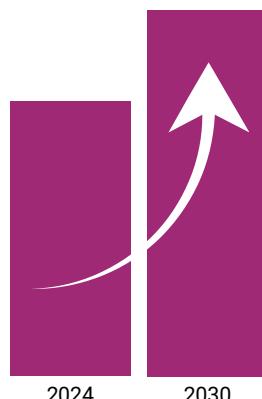
Freeze-dried candy is rapidly emerging as a global trend, captivating consumers with its unique texture, intense flavor, and innovative appeal.

Market research highlights a growing demand for novel snacking experiences, with freeze-dried treats perfectly positioned to meet this craving. Social media platforms like TikTok and Instagram have played a pivotal role in fueling this trend, with viral videos showcasing the satisfying and

vibrant colors of freeze-dried sweets. Influencers and food enthusiasts alike are sharing creative ways to enjoy these treats - from standalone snacks to toppings on desserts and beverages - boosting consumer interest and driving sales.

# MARKET SNAPSHOT

CAGR 8,3 %



**2023 Market Size:**  
USD 1,358.8 Million

**2030 Projected Market Size:**  
USD 2,376.1 Million

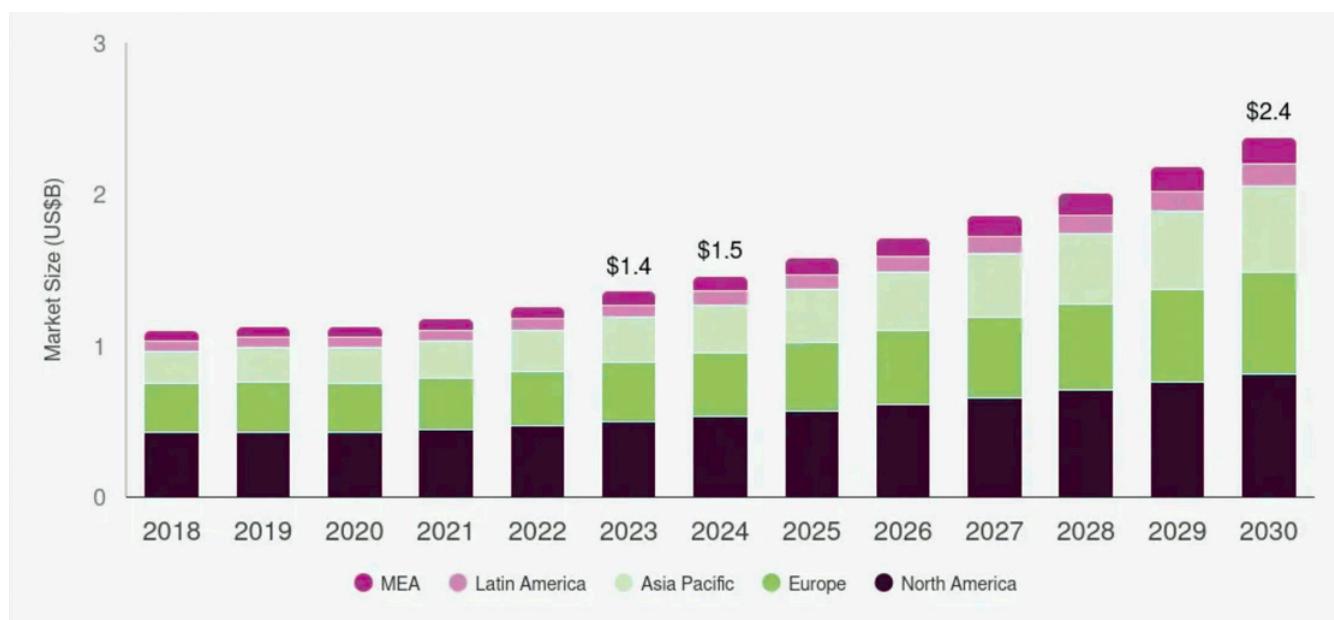
**Fastest Growing Market:**  
Europe, Asia Pacific

**Largest Market:**  
North America

Source: Grand View Research, Freeze Dried Candy Market

## FREEZE DRIED CANDY MARKET

Size, by Region, 2018-2030



# OUR CANDIES

## A SELECTION OF OUR HIGHLIGHTS



### FREEZE-DRIED MARSHMALLOWS

Discover the fun and fluffy crunch of freeze-dried marshmallows! Light and airy, they offer a sweet, melt-in-your-mouth experience with an irresistible crispy texture - perfect for snacking, toppings, or adding a playful twist to your favorite treats.

#### Applications

Snack, Hot Cocoa  
Baking recipes  
Dessert Topping



### FREEZE-DRIED SOUR COLA RINGS

Freeze-dried sour cola rings deliver an exciting crunch with a light, airy texture that melts delightfully on your tongue. Their tangy, fizzy aroma perfectly captures the classic cola flavour with a zesty sour twist - an irresistible treat for adventurous snack lovers!

#### Applications

Snack, Party Mixes, Gift Baskets  
Dessert Topping



### FREEZE-DRIED SIZZLING RAINBOW

Orange, purple, green, yellow, pink, and white, freeze-dried Sizzling Rainbow offer a colourful mix with an explosion of intense, fruity flavour with a satisfyingly crispy, airy texture. Each one delivers the classic sweet taste you love - now light, crunchy, and irresistibly fun!

#### Applications

Snack, Party Mixes, Dessert Topping



## **FREEZE-DRIED MINI APPLE RINGS**



## **FREEZE-DRIED MINI STRAWBERRY RINGS**



## **FREEZE-DRIED MINI PEACH RINGS**

Savor the crisp, refreshing taste of our freeze-dried mini rings!

Freeze-dried apple, strawberry and peach rings are outrageously delicious - bursting with intense, natural sweetness and a satisfyingly crisp, melt-in-your-mouth crunch that will have you hooked from the very first bite!

Treat yourself to a burst of fruity goodness with every crispy bite of our freeze-dried mini apple, peach, and strawberry rings!

**Applications**  
Snack, Trail Mixes

## **BENEFIT #1**

Crunchy, crunchy,  
crunchy!

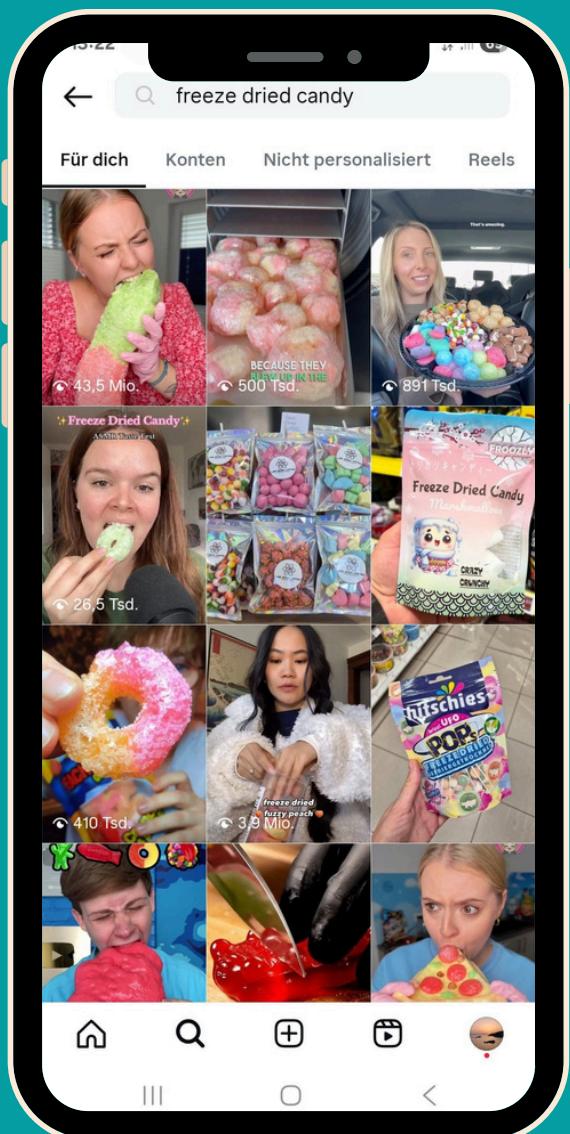
## **BENEFIT #2**

Light, airy,  
crispy texture!

## **BENEFIT #3**

Magical  
explosion of  
flavours!

# FREEZE DRIED CANDY WAVE



## SOCIAL MEDIA IS DRIVING CONSUMER ENGAGEMENT

- TikTok **#freezedriedcandy**
- 4.7 Billion views
- 122 Millions posts in 2024



- Freeze-dried Candy is new and exciting
- Attracts Gen Z, also Millennials and kids
- Intensified taste and unique crunch experience



# PRIVATE LABEL FREEZE-DRIED CANDY

## CUSTOM PACKAGING, MADE IN GERMANY

Partner with us to bring cutting-edge freeze-dried confectionery to your customers. Elevate your product portfolio with sweet, crunchy delights that are sure to impress.

Contact us today to explore private label opportunities. Discover how freeze-dried candies can transform your offering in the international food retail sector.

### CREATE YOUR OWN BRAND

Explore the crunchy taste experience for your brand - Candies in pouches.

### PROFESSIONAL SUPPORT

Our experts will support you with knowhow about freeze-drying and packaging.

### BENEFITS

The whole supply chain in one hand:

- raw materials supply
- freeze-drying
- packing

WHAT'S  
YOUR  
BRAND?



### OUR CERTIFICATIONS





We fuel life's important moments.

We have a strong understanding of global culinary trends, and as a leading provider of freeze-dried ingredients, we work closely with our clients in the international food and beverage industry to develop custom product concepts.

We are committed to offering innovative products that are sourced directly from the ground up.

What is the most effective way to achieve this? We are dedicated to listening to our customers' needs, we are passionate about food products from seed to table, and we have a keen understanding of the market.

**FREEZE-DRY FOODS GMBH**  
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FREEZE-DRY FOODS and PARADISE FRUITS FREEZE DRIED are part of **THRIVE FREEZEDRY**, world leader in freeze-dry, with more than 2,600 employees at locations in Europe, the USA, Latin America, and Asia.

